DOCUMENT RESUME

ED 284 611 JC 870 338

AUTHOR Lorenzi, Paul
TITLE Cultural Programs for the Community.
INSTITUTION Princeton Univ., NJ. Mid-Career Fellowship Program.
PUB DATE May 87
NOTE 25p.; One of a series of "Essays by Fellows" on "Policy Issues at the Community College."
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Cable Television; Community Colleges; *Community Services; *Cultural Activities; *Cultural Enrichment; Dance; Facilities; Program Descriptions; Radio; School Community Relationship; Telecommunications; *Theater Arts; *Theaters; Two Year Colleges

ABSTRACT

Descriptions are provided of projects undertaken at three county colleges in New Jersey to improve the cultural enrichment opportunities of the surrounding communities. First, introductory material discusses the pluralistic components (i.e., federal, state, and local governments; philanthropic foundations; private patrons; business; and the market place) that influence public policy on the arts in the United States. Next, background information and a brief description are provided for: (1) Somerset County College's (SCC's) performing arts center complex, which includes a 30,000 square foot auditorium, a small experimental theatre, and a library; (2) Mercer County Community College's (MCCC's) public FM radio station, cable television network, and "receive-only" satellite terminal; and (3) Essex County College's (ECC's) multi-purpose Physical Education Building, which contains a dance studio and classroom, and will house the Mary Burch Auditorium. Next, the paper considers the marketing and audience development strategies used by these institutions, including samples of the promotional materials used by the schools. The paper then explains the links between the cultural programming and the college curricula, highlighting MCC's associate of arts (AA) degree in telecommunications and SCC's AA degree in fine and performing arts. Discussions of plans for the Mary Burch Auditorium and of the benefits of such programs conclude the paper. (AYC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED284611

POLICY ISSUES AT THE COMMUNITY COLLEGE:

ESSAYS BY FELLOWS

IN THE MID-CAREER FELLOWSHIP PROGRAM

AT PRINCETON UNIVERSITY

MAY 1987

CULTURAL PROGRAMS FOR THE COMMUNITY

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Joyce Buhn

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Paul Lorenzi
Humanities Department
Somerset County College

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☒ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

JC 870338

Since December of last year, Paris has had a new museum devoted to French Art of the 19th century, Le Musée d'Orsay, located in the heart of the city, on the left bank facing the Louvre Museum. Once a railroad station built for the World's Fair of 1900, Le Musée d'Orsay now contains 2300 paintings and 1500 sculptures; in addition, it functions as a center for a wide range of cultural and educational activities. The presence of this handsome structure along the river Seine is another reminder that Paris has benefitted greatly from the cultural policies of three presidents of the Republic: Pompidou, Giscard and Mitterand. Other well known examples of this campaign are the Centre Beaubourg and the Picasso Museum.[1] Time Magazine's art critic Robert Hughes is prompt to conclude: "It shows what state patronage can do. Nothing the private sector could summon up, in or out of France, could possibly rival it."[2]

From May 31 to June 3, 1984, members of the 67th American Assembly met at Arden House in Harriman, New York. The topic of the symposium was: "The Arts and Public Policy in the United States." Participating in the assembly was W. McNeil Lowry, former Vice President of the Division of Humanities and the Arts at the Ford Foundation. Introducing the three papers resulting from the above assembly, Mr. Lowry made the following observations:

> As a nation that has taken pride in pragmatism, the United States has always found it rather difficult to establish the proper place for the arts in its constellation of public values. While other governments have had their ministries of culture and have decreed national policies with respect to the arts, our political leaders have generally shied away from attempts to define an American public policy toward the arts.
>
> Nevertheless, the arts have flourished in our society, and our artists have come to be recognized as among the foremost in the world in almost all media of artistic expression.[3]

In the United States, public policy on the arts does not emanate from the Federal Government alone. Rather, it is determined by pluralistic components: in addition to federal, state and local governments, it includes philanthropic foundations, private patrons, business corporations and the influence of the marketplace. Let us now consider how, in recent years, these pluralistic components have manifested themselves at some county colleges in New Jersey. Our present study will be limited to three remarkable accomplishments which have occurred on campuses of the counties of Somerset, Mercer and Essex.

Pluralistic Components and Production Space

Since 1968, Somerset County College has served as the public community college for Somerset and Hunterdon Counties. The College's campus in North Branch is centrally located between these two counties. In addition to instruction on the main campus, the college offers instruction, primarily in the evening, at ten off-campus sites in Somerset and Hunterdon Counties. The college sponsors post-secondary educational programs including university parallel transfer programs leading to the Associate of Arts and Associate of Science degrees and Associate of Applied Science degrees in career and technical programs. In addition, the college sponsors non-credit courses and community service programs.

In the Fall of 1984, the College enrolled approximately 4,250 students in credit and developmental courses, including 1,390 students attending on a full time basis and 2,972 attending part time. In addition, over 700 students were enrolled in credit-free community service courses.

The grand opening of the new theater at Somerset County College took place on the 8th of March, 1985. Located in a three-story glass, steel and brick structure, this 30,000 square foot auditorium contains 1,000 seats. From center stage, a visitor sees sophisticated backstage lighting, sound systems, props and secret trap door panels from which actors may drop out of sight or be swept into the "sky." Directly in front of the stage an orchestra pit for about 25 musicians can expand from 38 feet to 49 feet.

The theater accommodates 700 people at the orchestra level and another 300 in the balcony. According to Charles T. Miller, theater manager, the theater has excellent facilities for support staff. A group with its own sound-track system, for example, can back up to a loading dock located only yards away from the stage. The attention to detail also includes a resilient wood-floor stage to help prevent the common shin splints ballet dancers often get by dancing on cement or hardwood floors.[4] Also included in the performing arts center complex is the Dennis Welpe II Little Theater. This small experimental area is available to performers or lecturers who want a more intimate setting. Finally, the new library of the college occupies 51,630 square feet of the three-story structure with a shelf capacity for 100,000 volumes.

The total cost of the performing arts center was $8.6 million. As reported in 1983, the State Board of Education and Somerset County each contributed $3.6 million toward the 100-seat theater and three-story library. Private funding was needed because the state had initially agreed to pay for only a 500 seat auditorium. With Governor Kean as Honorary Chairman, The Somerset County College Foundation was created for the purpose of raising $1.4 million in private and corporate contributions. The State Department of Higher Education approved this method of supporting a public institution by seeking additional money from private sources.

As early as April of 1983, the largest corporate gift was a donation of $100,000 by Johnson and Johnson; this was followed by the sum of $10,000 from the Gannett Foundation and $25,000 from the National Starch and Chemical Corporation. The Dennis Welpe II Little Theater was funded by Mr. and Mrs. Welpe of Branchburg, New Jersey, who donated the sum of $50,000. The theater is a memorial to their son.

Mercer County College is described in its 1986-87 catalog as a publicly supported comprehensive institution, established in 1966. The college offers an associate of arts and associate of science degree in thirty career areas. Students attend both day and evening classes on two campuses; a wide range of noncredit community services is offered each term. The West Windsor campus is located six and one-half miles north of

Trenton. The central campus buildings enclose a landscaped bilevel quadrangle. In addition to the five academic buildings, major structures include the audio-visual center, the library, and the 396-seat Kelsey Theater.

The Telecommunication Division offers radio and television academic programs and community services through W. W. F. M., its public F. M. stereo radio station, and the Mercer County Community College cable T. V. network. Mercer has fully equipped radio and T. V. studios and control rooms for instruction and production of educational and information programs. The State-of-the-Art facilities include a 40-by-50-foot T. V. studio, five color T. V. cameras, Ampex 4000 H2 switcher, 48 input audio console, character generator, telescript, and three fully equipped radio studios. A five-meter satellite "receive-only" T. V. earth terminal, located in the campus quadrangle, is used for telecommunications technology instruction.

W. W. F. M., located on the West Windsor Campus, broadcasts at 81.1; it is a 3,000 watt F. M. stereo public radio station. It adheres to criteria established by the corporation from Public Broadcasting for non-commercial educational radio stations. Funding support for W. W. F. M. is provided by Mercer County College, corporate underwriting, foundation and government grants, listeners' contributions, and the Corporation for Public Broadcasting.

Essex County College was established in August 1966. A 22-acre site was acquired from the Newark Housing Authority in 1967 for the college's permanent campus. The college is an integral component of the University Heights district in downtown Newark, enrolling 6,000 full and part-time students at a magnific ent urban campus.

In its 1985-87 catalog, the college lists as one of its nine missions, "To provide a diversified program of cultural activities such as lecture series and theatrical productions which satisfy and enhance the cultural and esthetic needs of community residents."

In 1985, the college opened a two-level multipurpose Physical Education Building at the main Newark campus.[5] In this new $4.4 million center, facilities include a 2,200 square-foot dance studio with suspended

wooden floors, mirrors and barres, and a full sound system. Next door is a 3,000 square-foot multi-purpose room that can be used for classes. Due to reopen in September of 1987 is the Mary Busch Auditorium which is undergoing renovations for the purpose of converting it into a fully equipped 550-seat theater.

Marketing and Audience Development Strategy

Participating in the 67th American Assembly mentioned earlier, Professor Paul J. DiMaggio of Yale University discussed the "Nonprofit Instrument and the Influence of the Market Place on Policies in the Arts." After examining the ways in which the arts marketplace has been changing since the 1950s, Professor DiMaggio defined the challenge of the 1980s as a need to "sustain the underbrush of experimental and innovative cultural enterprises that has emerged, without thrusting upon new arts organizations market solutions inconsistent with their goals."[6]

There is no doubt that grant programs can only enhance the stability of art organizations affiliated with our county colleges. Moreover, the policies of federal and state agencies, foundations and corporations may be influencing these colleges toward a greater awareness of-and dependence upon-the market place. Most important for performing arts centers such as the theater at Somerset County College is a sound management and marketing system, much more so than for institutions with fewer fixed costs.

At Somerset County College, the new theater offers first rate New York-quality entertainment at New Jersey prices. It claims that it is not competing with New Brunswick. Rather like the corporate offices dotting the hills and former farms of Somerset County, the new Performing Arts Center is openly competing with New York City.[7] The College has become a cultural hub for the communities it serves: the counties of Somerset, Hunterdon and Warren. Its large theater offers concerts, plays, and ballet performances as well as conferences. In addition, the 250-seat Welpe Theater provides an intimate setting for performances for children, lectures, and jazz concerts series.

The main campus of Mercer County College, located 6½ miles north of Trenton, is the home of radio station W. W. F. M. which celebrated its

fourth anniversary in the fall of 1986. W. W. F. M. serves the central New Jersey area with non-commercial programs devoted to classical music, jazz, and public affairs programs. Within a radius of 43 miles, the F. M. station is received in nine counties, as indicated on the map, page 7 . In Mercer County alone, there are approximately 265,300 potential listeners age 12 and over. In terms of penetrating the market, the percentage of listeners in the immediate area who listened to W. W. F. M. during the week, the station reached 8.4 percent in 1985, up from 6.8 in 1984. In total listeners, W. W. F. M. ranks 8th out of 43 public radio stations with similarly sized markets, up from 16th in 1984.

Last winter, I had the pleasure of spending a few hours at the W. W. F. M. studios in the company of Mr. George Schwartz and staff members of the radio station. Mr. Schwartz is General Manager of W. W. F. M. and Chairperson of the Division of Telecommunications. During the course of a very informative meeting, the towns surrounding Mercer County College were brought to my attention because of their importance as a growing market, together with the nearby "Route One Corridor." These specific areas of growth management had been the subject of a public forum held in Mercer County in October of 1985. The program was recorded and subsequently broadcasted by W. W. F. M.

We are advised by Professor DiMaggio that, when in search of market places for the arts, one ought to "go hunting where the ducks are." As an example, we might classify as "ducks" those art consumers of the counties of Mercer and Somerset who are "more affluent, better educated and more likely to work in managerial or professional occupations than individuals who do not visit art museums or attend live performances."[8] In the light of Professor DiMaggio's observations, we should turn our attention to programming and audience development policies at Mercer's radio station W. W. F. M. and then consider the offerings at Somerset's theater for the 1986-87 season.

HUNTERDON
SOMERSET
MIDDLESEX
BUCKS
MERCER
MONMOUTH
OCEAN
BURLINGTON
CAMDEN
WWFM 89.1 FM
A SERVICE FROM
MERCER COUNTY
COMMUNITY COLLEGE
TRENTON, NEW JERSEY
KEY
12 MILES 60 Dbu PRIMARY
19 MILES 54 Dbu SECONDARY
43 MILES 40 Dbu FRINGE

From the campus of Mercer County College, W.W.F.M. broadcasts classical music and information programs during the day, starting at 5:30 a.m., plus jazz programs in the evening. Its aim is to provide "high quality programs for a broad and heterogeneous population." Reproduced on page nine is an overview of W.W.F.M.'s schedule for March and April of this year. Beginning each morning at 9:25 a.m., a program entitled "Town Hall" offers a billboard of community activities and events. In addition, there are programs of general interest such as interviews of specialists in the medical profession. For instance, a few months ago, Dr. Apter, Assistant Professor in Psychiatry at the R.W. Johnson Medical School in Princeton, spoke on the subject of advances in treatment for depression and panic disorder.

Among the hosts responsible for the excellent jazz programs offered weekly by W.W.F.M., Chip Deffaa is on the air every Saturday evening from 6:00 p.m. to 9:00 p.m. His show mixes classic jazz and some pop from the 1920s to the present. Most of the records are from his own personal collection. He has interviewed musicians or attended their recording sessions. A professional jazz critic who contributes to the New York Post, Mr. Deffaa often shares anecdotes with his listeners. On Tuesday evenings, "The Classic Rhythm and Blues Review," hosted by George Nelson, offers occasional interviews of black artists. Weekly broadcasts of the successful hispanic program, "Dimension Latina," came to an end a few months ago with the departure of its very talented host.

During my last visit at the studios of W.W.F.M., I was told that if the station's musical programs aimed at the urban and rural communities appeared to be limited, it was because any additions depended upon the participation of volunteers from these communities. During the course of that conversation, I had observed that the popularity of Folk Music, Blue Grass, etc. in New Jersey, didn't seem to be reflected in the listings shown

March/April 1987 Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:30 am – 9:30 am	Daybreak With Jack Perlstein					Daybreak With Tom Kozachek	
10:00 am – 11:30 am	Morning Classics With Vianne Webb						Voice of Music With Art Forman
11:30 am – 12:00 n	Intermission					Music From Interlochen	Alleluia! With James Jarvie
12:30 pm – 3:00 pm	Performance With John Kuzma					First Hearing Vocal Scene Best of the BBC	Sunday Classics With Vianne Webb
3:00 pm	SRO		SRO		SRO		
3:30 pm – 4:00 pm	Best of the BBC	First Hearing	Ford/Music From Interlochen	Vocal Scene	The Music Room	The Dress Circle	The Music Room With Liz Tallon
4:30 pm – 6:00 pm	The Well Tempered Way With Mike Way					Saturday Beat Of the Big Bands With John Dennett Sentimental Journey With Kevin Doherty	From Compact Disc With James Jarvie
6:30 pm – 7:00 pm	Cameo Concert With Rich Kleinfelt					Rhythm Is Our Business With Chip Deffaa	AT&T Presents Carnegie Hall Tonight
7:30 pm – 9:00 pm	San Francisco Symphony Orchestra	Exxon/New York Philharmonic	Chicago Symphony Orchestra	Boston Symphony Orchestra	CIGNA/ Philadelphia Orchestra		General Motors Detroit Symphony Orchestra
9:30 pm – 12:00 m	From the Drum Chair With Cedric Jensen	The Classic Rhythm & Blues Revue With George Nelson	Jazz Corner With Russ Chase	Jazz Spotlight With Rob Bauer	Night Flight With Bob Boulton	Jazz Spectrum With Ed Berger	Jazz Break With Pete Lamattina

WWFM 89.1 FM

Listener-Supported Public Radio in Central New Jersey From Mercer County Community College

Trenton, New Jersey (609) 587-8989

BEST COPY AVAILABLE

on page nine. Broadcasting from the Princeton University campus, W.P.R.B.-F.M. has set a fine precedent in this genre for the past several years with its Sunday evening "special": "Music You Can't Hear on the Radio." Nevertheless, what needs to be emphasized is the fact that, operating within the network of the Corporation for Public Broadcasting, W.W.F.M. continues to distinguish itself by "offering different kinds of services to different segments of a market without compromising artistically by offering crowd-pleasing programs."[9]

In addition to marketing and programming, an organization which aims at sustaining itself financially must resort to an "audience development strategy" and thereby think in terms of a loyal subscription audience. Such a strategy has been playing an important role in the curricula offered by W.W.F.M. at Mercer and the theatre at Somerset. Each year, during the month of September, W.W.F.M. conducts a fund-raising campaign. Listeners are invited to call the station to make pledges and join the friends of W.W.F.M. Reproduced on page 11 is a form which appeared in the March 1987 program guide of the radio station.

The audience development strategy practiced by the theatre at Somerset County College consists in urging the public to subscribe and save. As illustrated on page 12, the formula is: "create your own package" for the major artist series of the coming season, thereby saving 20% from the total subscription purchases.

The Theatre of Somerset County College has greatly expanded the number and kinds of services aimed at the community. It continues to offer both conventional and avant-guard programs. For instance, the calendar of events shown on page 13 lists the Stuttgart Philharmonic on April of 1987, an event co-sponsored by the Hoechst-Celanese Corporation. This important occasion was preceded by an evening with the Jennifer Muller Dance Company

Kindly complete this form and return it with your check or credit card number. Here is my contribution.

_____ I would like to become a Friend of WWFM.

_____ I've given before and would like to renew my Friendship.

$25 Friend_____ $50 Patron_____ $150 Sponsor_____ Other $_____

Please make checks payable to WWFM. ***Please print!***

Name _____

Address _____

City_____ State_____ Zip_____

Signature_____ Date _____

VISA_____ MasterCard_____

Card # _____

Expiration Date _____

March/April '87

May we announce your name, city of residence and the amount of your donation on the air? Announcements will not include a street address.

_____**Yes,** I give WWFM permission to announce my name, city of residence and donation on the air.

_____**Yes,** I give WWFM permission to list my name in the program guide.

Thank You

89.1 WWFM

Mail to:
WWFM, P.O. Box B
Trenton, N.J. 08690

listener-supported public radio in central New Jersey from Mercer County Community College, (609) 587-8989.

fold here

stamp

89.1 FM WWFM
Program Survey
P.O. Box B
Trenton, NJ 08690

fold here and staple

Subscribe and Save

Create your own subscription:

Due to the popularity of last year's series, and the many favorable comments about the selection of your own subscription, we are once again offering the "create-your-own" package for the 1986-1987 season. You can pick the group of shows that you would like to attend, and by purchasing them all at one time . . .

SAVE 20%

When ordering tickets, if you purchase the same number of tickets to five or more events, deduct 20% from your subscription purchases. We are sorry, but this special discount cannot be applied to Senior Citizen or Student discount prices.

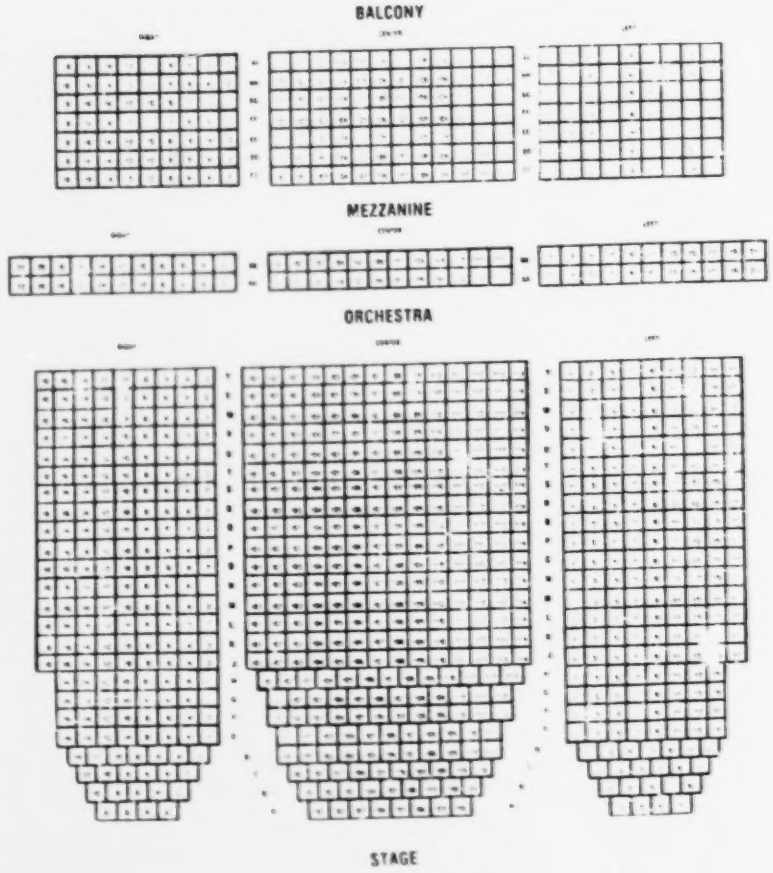
Your subscription benefits include:

- A 20% savings on ticket purchases
- Prime choice of seating (We will attempt to give you the same seats for all performances)
- Early seat selection—only subscription ticket orders will be filled prior to August 20th.
- "Meet the Artists" receptions
- Free tickets to student theatre productions
- Discounts on future added attractions and special events.

Special rates are available for any group over 20 people.

FOR MORE INFORMATION, CALL:
(201) 725-3420

SOMERSET COUNTY COLLEGE THEATRE



Calendar of Events*

The Theatre at Somerset County College

SEPTEMBER

5	Judy Carmichael, Piano (Jazz Cabaret)	(WT)	8 pm
20	New Jersey Pops	(MT)	8 pm
26	Cathy Fink: Folk Cabaret	(WT)	8 pm
27	Kaye Ballard	(MT)	8 pm
28	Cathy Fink: Children's Concert	(MT)	3 & 6:30 pm

OCTOBER

3	Warren Chiasson Quartet (Jazz Cabaret)	(WT)	8 pm
5	Chamber Music Recital	(WT)	3 pm
11	Chamber Ballet USA	(MT)	8 pm
18	Central Jersey Symphony Orchestra of Somerset County College	(MT)	8 pm
24	Woody Herman and His Young Thundering Herd	(MT)	8 pm
26	Bounce the Clown . . . (Children's)	(MT)	3 & 6:30 pm

NOVEMBER

1	Fantasmia with T. Daniel	(MT)	8 pm
2	SCC Music Faculty Recital	(WT)	3 pm
7	Joanne Brackeen (Jazz Cabaret)	(WT)	8 pm
8	Concerto Soloists of Philadelphia	(MT)	8 pm
15	Late, Great Ladies of Blues & Jazz	(MT)	8 pm
16	The Emperor's New Clothes (Children's)	(MT)	3 & 6:30 pm
19-22	Student Theatre Production	(WT)	8 pm
23	Somerset County College Jazz Ensemble	(MT)	3 pm
29	The Kingston Trio	(MT)	8 pm

DECEMBER

5	Bob Haggart's All-American Jazz Band	(MT)	8 pm
6	Lillo Way Dance Company	(MT)	8 pm
7	Chamber Music Recital	(WT)	3 pm
13	Central Jersey Symphony Orchestra of Somerset County College	(MT)	8 pm
14	Messiah Sing-Along	(MT)	3 pm
21	Babes in Toyland (Children's)	(MT)	3 & 6:30 pm

JANUARY

17	Golden Dragon Acrobats of Taipei	(MT)	3 & 8 pm
24	Smokey Warren & Friends	(MT)	8 pm
25	Poko Puppets (Children's)	(MT)	3 & 6:30 pm
30	Dick Wellstood (Jazz Cabaret)	(WT)	8 pm
31	Jennifer Muller/The Works	(MT)	8 pm

FEBRUARY

1	Chamber Music Recital	(WT)	3 pm
6	Joseph's Amazing Technicolor Dreamcoat	(MT)	8 pm
8	Garden State Ballet (Children's)	(MT)	3 & 6:30 pm
15	Mark Peskanov in Recital	(MT)	3 pm
20, 21	New Jersey Balley Company	(MT)	8 pm

MARCH

7	Marian McPartland Duo	(MT)	8 pm
8	New Jersey Chamber Music Society: Bernice Silk and Fred Sherry	(WT)	3 pm
15	Aladdin (Children's)	(MT)	3 & 6:30 pm
22	All-County High School Band & Chorus	(MT)	3 pm
28	Hungarian State Folk Ensemble	(MT)	8 pm

APRIL

1-4	Student Theatre Production	(WT)	8 pm
5	Flying Karamazov Brothers	(MT)	4 pm & 8 pm
10	Bob Winter (Jazz Cabaret)	(WT)	8 pm
11	CJSO and Master Chorale Concert	(MT)	8 pm
18	Amadeus	(MT)	8 pm
24	Stuttgart Philharmonic Symphony Orchestra	(MT)	8 pm
26	Magic Over the Rainbow (Children's)	(MT)	3 & 6:30 pm

MAY

1	Master Chorale Spring Concert	(WT)	8 pm
2	Mandala Folk Dance Ensemble	(MT)	8 pm
3	International Festival—	(outdoor)	12-6 pm
3	Somerset County College Jazz Ensemble	(MT)	8 pm
8	Carol Britto (Jazz Cabaret)	(WT)	8 pm

JUNE

6	CJSO "Pops Extravaganza"	(MT)	8 pm

For Ticket Information: (201) 725-3420

*All programs subject to change or cancellation (MT) Main Theatre (WT) Welpe Theatre

which took place on January 31 of the same year. Funding for this program was provided by the Star-Point Bank of New Jersey. The calendar of events for the 1986-1987 season at Somerset's theatre could have been inspired in part by Professor DiMaggio's essay mentioned earlier, in which he advises performing arts organizations to: "give the public what it wants and then change the attractions to alter the taste of consumers so that they will support and appreciate ever more challenging repertoire;"[10] thus, the value of the "create your own package" drive, mentioned above.

One gathers from the calendar of events on page 13 that the theatre at Somerset County College does more than its share in providing opportunities for public access to New Jersey performing artists and art groups. For instance, the "New Jersey Pops" appeared on September 20th of last year, followed by the New Jersey Ballet Company which performed last February. Funding for both events was made possible by support from the National Endowment for the Arts as well as the New Jersey State Council on the Arts. For further promotion of such high quality cultural programs, and in order to facilitate increased exposure to New Jersey artists, a Touring Arts Program was recently initiated by the New Jersey State Council on the Arts which provides grants for programs that can travel across the state.

Cultural Programs and the College Curriculum

Mercer County Community College, the seat of W.W.F.M. Radio, offers Associate of Arts Degree in Telecommunications. This option of the Liberal Arts and Science Program prepares students to transfer into the junior year of baccalaureate degree programs, in areas such as radio, television, film, journalism, speech, and advertising. Further information on both options in the fields of radio and television production appears on page 15, together with some interesting facts concerning internships available to students. Somerset County College offers Associate of Arts degree in disciplines of the

Radio-TV

Associate in Applied Science Degree Program

All radio, TV, and cable TV operations require trained personnel for on-air, management, and production responsibilities. **The Radio-TV A.A.S. offers two options:**

The **Radio** option develops talents you'll need to work for a radio station, a growth industry in which each staff member does a little of everything — announcing, commercial writing, music programming, and news reporting.

The **Television Production** option will prepare you for beginning jobs in TV and cable TV production, from camera-person and stage manager to lighting technician and TV director.

Internship

As a qualified Radio-TV A.A.S. student you will be in the enviable position of getting your foot in the door at one of the cooperating TV and radio stations, cable TV systems, industrial TV facilities, or other allied businesses in the New York City, Philadelphia, and New Jersey areas.

While earning six college credits, you will work 40 hours a week, over a five-week period, at an entry level in sales, news, programming, or production.

Recent internships have included:

WHWH/WPST, Princeton
PRISM, Philadelphia
New Jersey Network
WCTC/WMGQ, New Brunswick
TKR Cablevision
Sperry Univac
Storer Cable Communications
NFL Films
E.R. Squibb
WTTM, Trenton
RCA

Radio or Television

Students in Radio or Television take the same courses in the first semester. After that, certain courses are the same except those designed for the individual option, as designated below. Each curriculum requires 63 credits.

		(lecture/studio hours)	Credits
EG	101	English Composition I (3/0)	3
ST	101	Speech Communication (3/0)	3
TC	110	Introduction to TV Production (0/3)	2
TC	120	Introduction to Radio (0/3)	2
TC	101	Mass Media (3/0)	3
SY	108	Introduction to Typing (0/3)	1
—	—	MC or approved MA elective	3
EG	102	English Composition II (3/0)	3
TC	103	Writing for Radio-TV (3/0)	3
MU	103	Introduction to Music (3/0)	3
—	—	Science/Technology elective	3
Radio			
TC	121	Radio Production/Announcing (0/4)	3
Television			
TC	111	Advanced TV Production (0/4)	3
PE	110	Concepts of Health & Fitness (1/2)	2
TC	225	Audio Visual Production (0/3)	3
TC	232	Broadcast Sales (3/0)	3
—	—	Social Science elective	3
DP	107	Computer Concepts (2/2)	3
Radio			
TC	231	Broadcast Journalism (3/0)	3
Television			
TC	210	Industrial and Instructional TV Production (0/4)	3
TC	230	Radio-TV Management (3/0-10 weeks)	3
TC	241	New Developments in Telecommunications (3/0-10 weeks)	3
TC	301	Internship (5 weeks) OR	6
—	—	Electives	
Radio			
TC	221	Experimental Radio (0/4-10 weeks)	3
Television			
TC	211	Experimental TV Production (0/4-10 weeks)	3

Telecommunications Technology

Associate in Applied Science Degree

The Telecommunications Technology program gives you both the theory and practical experience necessary for employment as a technician in a radio station, TV station, cable TV system, or in corporate, health care, or other institutions with TV/satellite/microwave facilities.

You will work with the latest radio, TV, and cable TV electronic equipment and visit area stations and systems.

Fine and Performing Arts. Both the Theatre Arts Option and the Music Option appear on page 17. They were added to the college curriculum shortly after the completion of the new theatre. The Theatre Arts program is the responsibility of Dr. Stan Kopit who also directs a student theatre company: the Penguin Players; a dedicated and enthusiastic young organization which has often been the subject of favorable reviews in the local press.

Originated under the supervision of Dr. Roger Briscoe, the Music Option offers full and part time students the added opportunity to participate in the Central Jersey Symphony Orchestra and Master Chorale. This ensemble is in its third season, scheduled to begin on October 24, 1987 with an All American Music Program in honor of the Constitution Bicentennial.

The "Small is Beautiful" Strategy

At Essex County College, the Mary Burch Auditorium is undergoing renovations. It is scheduled to reopen in September as a fully equipped theatre with a new stage floor. It will then function as the "Showcase" of the Gallman's Newark Dance Theatre and School, which became, last March, the College's "Resident Dance Company." Mr. Alfred Gallman who directs this young troupe plans for 30 performances at the new theatre during the coming season.

In addition to providing greater opportunities for dancers, the company brings to the college community a genuine cultural experience as well as a complete curriculum of dance instruction, including outreach programs intended for high school students of the greater Newark area. Course offerings include ballet, jazz, modern dance and African styles. A degree program should be available by 1989, with the addition of courses in music and dance history, dance notation and voice for dancers interested in musical theatre. Included among the performers who joined the faculty of the Department of Humanities at Essex County College are: Bertram Ross and Thea Nerissa Barnes

Theatre Arts Option

FIRST YEAR

1st Semester

Course	Credits
Intro to Theatre	3
English I	3
Humanities Elective	3
Intro to Communications or Speech	3
Social/Behavior Science Elective	3
Theatre Production I	1
	16

2nd Semester

Course	Credits
Acting Fundamentals	3
English II	3
Stagecraft: Sets & Props or Stagecraft: Lights, Sounds, Costumes	3
Humanities Elective	3
Mathematics*	3
Theatre Production II	1
Physical Education	1
	17

SECOND YEAR

3rd Semester

Course	Credits
Science Elective**	3 - 4
Humanities Elective	3
Elective within Theatre Arts Specialization	2 - 3
Humanities (Fine and Performing Arts Elective)	3
General Education Elective	3
Theatre Production III	1
	15 - 17

4th Semester

Course	Credits
Social Science Elective	3
Humanities Elective	3
Elective within Theatre Arts Specialization	3
Humanities (Fine and Performing Arts Elective)	3
General Education Elective	3
	15

*Mathematics by official placement. Students may not take courses below their level of placement.

Studio Arts Option

FIRST YEAR

1st Semester

Course	Credits
English I	3
Art History	3
Beginning Studio Art	3
Basic Drawing I	3
Two Dimensional Design	3
	15

2nd Semester

Course	Credits
English II	3
Basic Drawing II	3
Three Dimensional Design	3
Studio Art Elective	3
Art History	3
Physical Education	1
	16

SECOND YEAR

3rd Semester

Course	Credits
Mathematics*	3
Social Science Elective	3
Studio Art Elective	3
Studio Art Elective	3
Humanities Elective**	3
	15

4th Semester

Course	Credits
Science Elective***	3 - 4
Social Science Elective	3
Studio Art Elective	3
Studio Art Elective	3
Humanities Elective	3
	15 - 16

*Mathematics by official placement. Students may not take courses below their level of placement.

**May not be an art course.

***At least one science elective must be a laboratory elective.

Music Option

FIRST YEAR

1st Semester

Course	Credits
English I	3
Social Science Elective	3
Humanities Elective	3
Music Theory I	3
Musicianship I	1
Performance Ensemble	2
Keyboard Skills I*	2
Physical Education	1
	16-18

2nd Semester

Course	Credits
English II	3
Social Science Elective	3
Humanities Elective	3
Music Theory II	3
Musicianship II	1
Performance Ensemble	2
Keyboard Skills II*	2
	15 - 17

SECOND YEAR

3rd Semester

Course	Credits
Mathematics**	3
Music History & Literature I	3
Music Theory III	3
Musicianship III	1
Performance Ensemble	2
Keyboard Skills III*	2
Free Elective	3
	15 - 17

4th Semester

Course	Credits
Science***	3 - 4
Music History & Literature II	3
Music Theory IV	3
Musicianship IV	1
Performance Ensemble	2
Keyboard Skills IV*	2
Free Elective	3
	15 - 18

*Keyboard Skills by official placement. Students demonstrating proficiency may be exempt from one or more keyboard courses.

**Mathematics by official placement. Students may not take courses below their level of placement.

***At least one science elective must be a laboratory science.

from the Martha Graham Company, Sheila Rohan formerly with the Dance Theatre of Harlem, and Mari Basse Willes, a dancer with the National Ballet of Sénégal.

The strategies we have considered in the preceding pages have dealt with performing arts organizations of relative size, with full time staff and substantial fixed costs. The new theatre at Somerset County College welcomes major symphony orchestras and leading ballet companies from America and Europe. In the state of New Jersey, "W.W.F.M. Radio" may be the only C.P.B.-affiliated station to broadcast from the campus of a community college, rather than being licensed to a University.

Radio stations, dance companies and symphony orchestras can maintain a great amount of artistic freedom by affiliating with an institution of higher learning that will make production space available. As Professor DiMaggio remarked: "Much of the growth in the arts over the past 20 years has occurred among institutionally invisible organizations following exactly this strategy. Furthermore, the low profile of many experimental neighborhood groups should not trick us into underestimating their importance to the vitality of American culture as trainers of artists and as a source of innovation."[11]

NOTES

[1]Charles Rosen "The Judgment of Paris," The New York Review of Books, February 26, 1987, page 21, column 2.

[2]Robert Hughes, "A Great Museum," Time Magazine, December 8, 1986, page 84, column 2.

[3]William McNeil Lowry et al., The Arts, Public Policy in the United States, (New York, Columbia University Press, 1984), page vii.

[4]Diane Rugg, "New Theater Being Built at S.C.C.," The Home News, September 9, 1984, Sec. E, page 12, column 3.

[5]Valerie Sudol, "Gallman Ecstatic about Arrangement with Essex College," The Sunday Star Ledger, March 8, 1987, section 4, page 16, column 3.

[6]Paul J. DiMaggio, The Arts, Public Policy in the United States, (New York, Columbia University Press, 1984), page 82.

[7]Diane Rugg, column 3.

[8]DiMaggio, page 86.

[9]DiMaggio, page 88.

[10]Dimaggio, page 85.

[11]DiMaggio, page 91.

BIBLIOGRAPHY

Brown, Milton W., and others. American Art: Painting, Sculpture, Architecture, Decorative Arts, Photography, New York, Abrams, 1979.

Coe, Linda C., Denney, Rebecca, and Rogers, Anne. Cultural Directory: Federal Funds and Services for the Arts and Humanities. Washington, D.C., Smithsonian Institution Press, 1980.

Fischer, Ernst. The Necessity of Art. Baltimore, Penguin Books, 1963.

Giedion, Sigfried. Space, Time and Architecture. Cambridge, Mass., Harvard University Press, 1973.

Greenberg, Clement. Art and Culture: Critical Essays. Boston, Beacon Press, 1961.

Hamilton, George Heard. Painting and Sculpture in Europe 1880-1940. Baltimore, Penguin Books, 1972.

Hauser, Arnold. The Social History of Art. New York, Vintage Books, 1958.

Hunter, Sam , and Jacobus, John. American Art of the 20th Century: Painting, Sculpture, Architecture. New York, Abrams, 1974.

Lowry, McNeil, W. et al., The Arts, Public Policy in the United States. New York, Columbia University Press, 1984.

Pelfrey, Robert. Art and Mass Media. New York, Harper and Row, 1985.

Pelles, Geraldine. Art, Artists and Society. Englewood Cliffs, N.J., Prentice Hall, 1964.

Regin, Deric. Culture and the Crowd. Philadelphia, Chilton Book Company, 1965.

Russell, John. The Meanings of Modern art. New York, Harper and Row, 1981.

Toffler, Alvin. The Culture Consumers, Art and Affluence in America. Baltimore, Penguin Books, 1964.

Williams, Raymond. Culture and Society, 1780-1950. New York, Harper and Row, 1958.

Willis, Roy F. World Civilizations. Lexington, Massachusetts, D.C. Heath and Company, 1982.

ERIC Clearinghouse for Junior Colleges SEP 04 1987